



# Ambassadors in Action

www.chr.alberta.ca/ambassador

APRIL 2008

## Greetings!

This edition of the *Ambassadors in Action* newsletter takes a look at the year that was and the year that will be. Thank you to everyone for participating in the Ambassador Program and contributing to its ongoing success. The program is in its 10<sup>th</sup> year and I look forward to working with you in 2008-2009 and continuing its tradition of success!



Kim Smith

Ambassador Program Coordinator, Alberta Corporate Human Resources

## A Look Back...

In 2007, the Ambassador Program continued to support the Alberta Public Service Workforce Plan's attracting priority and the objective that *"the Alberta Public Service must ensure that it is an attractive employment choice for both new and current employees."*

The strategies/actions identified to meet this objective included:

- Enhancing the visibility of the Alberta government as an employer to prospective employees by more actively promoting the government as a career choice and encouraging all employees to be informal ambassadors.
- Ensuring the APS is viewed as an attractive employment option for a wide variety of people through increased target marketing, and continued use of work experience, co-op, and internship positions to promote the public service as an employment option to students and recent graduates.

As of March 10, 2008, there were 412 Ambassadors in the Ambassador Program.

## Highlights of 2007-2008

- The *Ambassadors in Action* newsletter was published in April and August. The April edition highlighted accomplishments for 2006-2007 and the August edition promoted upcoming Ambassador events for 2007-2008.
- An Ambassador Toolkit resource titled "Information for Lead Ambassadors" was developed to assist Lead Ambassadors in their roles. The resource includes a checklist for Lead Ambassadors.
- An orientation session for new Ambassadors was held in September. Forty-nine Ambassadors attended (nine of whom attended by teleconference/webcast) and 93 percent of evaluation respondents agreed/strongly agreed that they have a clear sense of the program and their role as Ambassadors.

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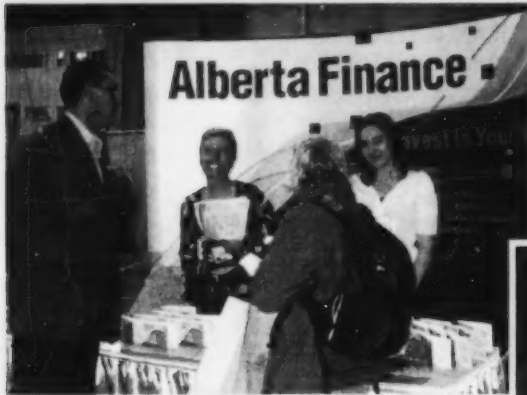
- An Aboriginal cultural awareness session was offered to Ambassadors in January. Twenty Ambassadors attended the session and 100 percent of evaluation respondents agreed/strongly agreed that they gained a better understanding of the Aboriginal culture and will be able to use this information in their roles as Ambassadors.
- The Ambassador Program promotional materials and displays were re-designed to reflect the new visual identity for the GoA and the new Government of Alberta Jobs website address.
- Ambassadors participated in 23 career fairs, six of which were new\* (SRD Junior Forest Ranger Programs, University of Calgary, University of Alberta, University of Lethbridge, U of A Health Sciences, U of C Health and Wellness Career Fair\*, North American Strategizing Institute Job & Education Fair\*, The Career Show, SAIT, Canada Career Week, Red Deer College Employer of the Week Spotlight, AEI&I Employer Connections\*, NAIT - General\*, U of A Summer Job Fair, SAIT/Chinook Lodge, U of C Career & Job Expo, Dell Employer Career Fair\*, Concordia University, Mount Royal College, King's University College, NAIT - JR Shaw School of Business, NAIT - Computer Systems Technology, U of A Graduate Students Career Fair\*).
- Ambassadors participated in five University of Alberta Career Forums (Psychology, Political Science, Economics, Physical Education, Careers Working in Women's Advocacy); presented to Fine Arts and Social Sciences students at the University of Calgary and to Political Science students at Concordia University College; and participated in the employer panel segment of the University of Alberta Career and Placement Services Orientation.
- The Ambassador Program hosted the GoA Employer Information Session at the University of Alberta to promote the Government of Alberta as an employer of choice to U of A students. Ambassadors presented on careers in information technology, human resources and internships, and finance.
- The Government of Alberta was promoted by publishing an ad in the October Career Planning Guide and February issue of *jobpostings* magazine. The Government of Alberta logo was posted on their website during February and linked directly to the GoA Jobs website. *jobpostings* magazine is distributed to over 160,000 students at 175+ educational institutions across Canada.
- The GoA was promoted at the U of A Human Resources Management Association HR Student Conference by posting an ad based on the "Explore the possibilities" postcard in the conference guidebook.
- An Ambassador was interviewed for an article published in the Edmonton Journal "Aging workforce has gov't seeking new blood" and highlighted the Ambassador Program as one of several initiatives to attract people to the GoA.
- An Ambassador contributed a "Government of Alberta: Feature Employer" article for the U of A, Faculty of Arts e-newsletter to promote career opportunities in the GoA.
- The Government of Alberta was promoted to 27 post-secondary institutions, 48 Government of Alberta employment offices, and 802 high schools by sending them the "Planning your future?" posters and a supply of the "Explore the possibilities" postcards.
- The Ambassador Program had the potential to reach more than 49,500 individuals through the corporate events that were participated in.
- Ministry specific initiatives included new Ambassador recruitment, orientation, participation in career fairs targeted to recruitment needs, presentations, mock interviews, information interviews, and development of promotional materials.
- 246 employees participated in corporate and/or ministry initiatives and will receive letters of recognition from the Public Service Commissioner.

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## Photo Album

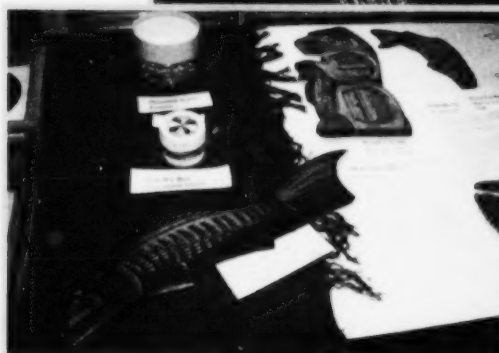
University of Alberta Careers Day 2007  
Ambassadors at various ministry booths  
September 26, 2007



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## Aboriginal Cultural Awareness Session Facilitated by Gilman Cardinal January 17, 2008





## A Look Ahead....

### Lead Ambassador Meetings

- ♦ May 13 and September 9, 2008; January 13, 2009

### Orientation Sessions for New Ambassadors (Invitation and details to be sent in July/August)

- ♦ Wednesday, September 3, 2008 in Edmonton
- ♦ Wednesday, September 10, 2008 in Calgary

### Upcoming Career Fairs / Career Forums

- ♦ Notice of upcoming corporately sponsored events will be provided to Lead Ambassadors and published in the August edition of the newsletter.

### Ambassadors In Action Newsletter, August 2008

- ♦ Share your experiences with fellow Ambassadors. Please forward articles to your Lead Ambassador or Kim Smith by June 30, 2008. ◀

## Did you know?

### New Resources to Help you in your Ambassador Role

The Government of Alberta Jobs website [www.jobs.alberta.ca](http://www.jobs.alberta.ca) has recently been updated with some new resources:

- ⇒ A number of additional employee video profiles have been added to the **Ask Our Employees** resource. These video profiles allow site visitors to hear first hand from employees about what a career with the government has to offer, highlighting the diversity of employment options and positive work environment. The video clips showcase many different occupations such as work in the administrative, natural resources, agriculture, communications, corrections/enforcement, engineering, management, finance, health, social sciences, human resources, information technology, legal, policy, science and technology fields.
- ⇒ A new video, **Your Internship: Turning Education Into Careers**, has been developed to showcase internships and opportunities for recent graduates to build a career with the GoA. The video will be used to feature the GoA on *Tune In: Building Alberta's Workforce*, a half-hour television program airing on ACCESS - The Education Station April 27 and May 4 at 11:00 a.m.

These resources provide useful information to share with prospective employees, supporting you in your efforts as an Ambassador to attract talent to the GoA.

Check them out at [www.jobs.alberta.ca](http://www.jobs.alberta.ca) under the "Explore the Possibilities" tab. ◀

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## We Want to Hear From You!

We're interested in your thoughts and ideas! If you have suggestions for the Ambassador Program, feedback on the newsletter, and/or if you would like to contribute an article, please contact Kim Smith, Ambassador Program Coordinator, at [kim.smith@gov.ab.ca](mailto:kim.smith@gov.ab.ca).

The next edition of the Ambassadors in Action Newsletter will be published in August 2008. ◀

